

# AI Reputation Analysis and Signal Evaluation - Johnson & Co Accountants

## BRAND AI REPUTATION

Accounting, Tax & Bookkeeping Reputation:  
Johnson & Co Accountants  
([www.johnsonandcoaccountants.co.uk](http://www.johnsonandcoaccountants.co.uk))

<http://www.johnsonandcoaccountants.co.uk>

Industry: Accounting, Tax & Bookkeeping



REPUTATION LEVEL

## ACCOUNTING, TAX & BOOKKEEPING

**50.3 Avg Reputation**

Based on 317 businesses audited.

### HIGHER REPUTATION THAN AVERAGE

Johnson & Co Accountants has 1.7 points more reputation than the average for Accounting, Tax & Bookkeeping.

## EXPERT VERDICT

The domain name makes a professional promise that the server environment immediately breaks; it is a digital ghost ship. This is not a business website, but an unsecured server directory masquerading as a professional entity through its URL. The distance between the signal of an accounting firm and the substance of an Apache index is absolute.

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## INFO DENSITY

Power-words vs. Substance ratio.

**15**

50% Reputation

The H1 'Index of /' contains zero industry power words but also zero business nouns, resulting in a total lack of relevance to the accounting sector. The body substance ratio is high in points because 100% of the content is irrelevant to the claimed business entity signaled by the URL. There are zero instances of specific business evidence such as framework names, client lists, or technical tax protocols within the provided text. The information is dense only in terms of file timestamps and server metadata, which provides no professional density for a prospective client.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

7

35% Reputation

The primary signal from the URL promises professional accounting services, but the substance delivered is a raw Apache directory index. This represents a severe form of drift where the promised service is entirely absent, replaced by internal server architecture and unrelated client directories such as 'autosportdetailing.co.uk'. The heading hierarchy is logically structured for a server list but is entirely incoherent as a business narrative, failing to tell a story about the firm's capabilities. There is a maximum disconnect between the professional audience targeted by the domain and the technical developer-level data displayed on the page.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

### DIAGNOSIS: TRUST THEATRE

With a review\_count of 0 and a trust\_theatre\_flag of false, the site avoids displaying unverified reviews or manufactured trust signals. However, the total absence of proof\_links\_count (0) and any external validation paths creates a significant credibility vacuum. This lack of trust signals, combined with the exposure of the root directory, is a significant red flag for an industry that requires high levels of data confidentiality and security.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to unsubstantiated claims is effectively zero across all categories. While the site does not make specific false assertions, it fails to provide any proof points expected in the accounting industry, such as professional body membership numbers or indemnity insurance mentions. The absolute count of specific business proof points is zero, as the content is restricted to server-generated file metadata.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The content is the definition of a commodity as it consists of a default Apache server index with zero unique value propositions. This template possesses zero unique positioning or industry-specific language, making it indistinguishable from any other server root listing. The inclusion of unrelated directories for bathrooms and detailing suggests the domain is being used as a generic hosting container rather than a bespoke professional site. There is no template language to penalize because there is no content, marking a total failure of differentiation.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

### DIAGNOSIS: AUTHORITY GAPS

The site lacks any LocalBusiness or Organization schema to ground its identity or support its claims of being an accounting firm. There is a critical authority gap created by the public exposure of technical scripts such as omah\_v1.sh and vhost.sh, which is antithetical to the professional oversight expected in the financial sector. No named partners or qualified practitioners are present in the data, leaving the brand as a nameless technical placeholder with no digital footprint for its purported experts.

### EVIDENCE: PERFORMANCE VS. CLAIMS

There is no disconnect between marketing tone and demonstration because there is no marketing tone present to evaluate. However, the performance claim inherent in the domain name is completely unsupported by the evidence of a raw server directory list. The site demonstrates technical hosting capabilities and file management rather than the professional accounting and tax services it signals to users.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

**Accounting, Tax & Bookkeeping Reputation: Johnson & Co Accountants**

**Reputation: 52 / 100**

**(www.johnsonandcoaccountants.co.uk)**

### INDUSTRY CLASSIFICATION

The domain name johnsonandcoaccountants.co.uk clearly signals a business in the Accounting, Tax & Bookkeeping industry. However, the content provided is a server directory listing for multiple unrelated domains, indicating a total disconnect from the expected professional category.

*"The score of 52 is driven by the total absence of information density (15/30) and the maximum semantic drift between the URL and the content (13/20). While the site does not use deceptive industry jargon or fluff, it earns high penalties for a lack of identity, authority, and professional substance. The rating reflects a technical credibility gap rather than traditional marketing bullshit."*

### ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <http://www.johnsonandcoaccountants.co.uk> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: May 22, 2026

**(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result**